DATA ANALYSIS

Today's agenda

- ✓ Project recap
- ✓ Problem
- ✓ The Analytics team
- ✓ Process
- ✓ Insights
- ✓ Summary

Project Recap

Social Buzz is a global unicorn company that has reached a huge scale in recent years. Accenture has embarked on a 3 month pilot with Social Buzz to focus on 3 main tasks:

- ✓ An audit of Social Buzz's big data practice
- ✓ Recommendations for a successful IPO
- ✓ Analysis to find Social Buzz's top 5 most popular categories of content

Problem

Over 100000 posts per day which amounts to 36,500,000 pieces of content per year!

But how to capitalize on it when there is so much?

The Analytics team

Chief Technical Support
Andrew Fleming

Senior Data expert
Marcus Rompton

Data Analyst
Shrinath Rajeshirke

Process

1. Data Understanding
2. Data Cleaning
3. Data Modelling
4. Data Analysis
5. Uncover Insights

Insights

16

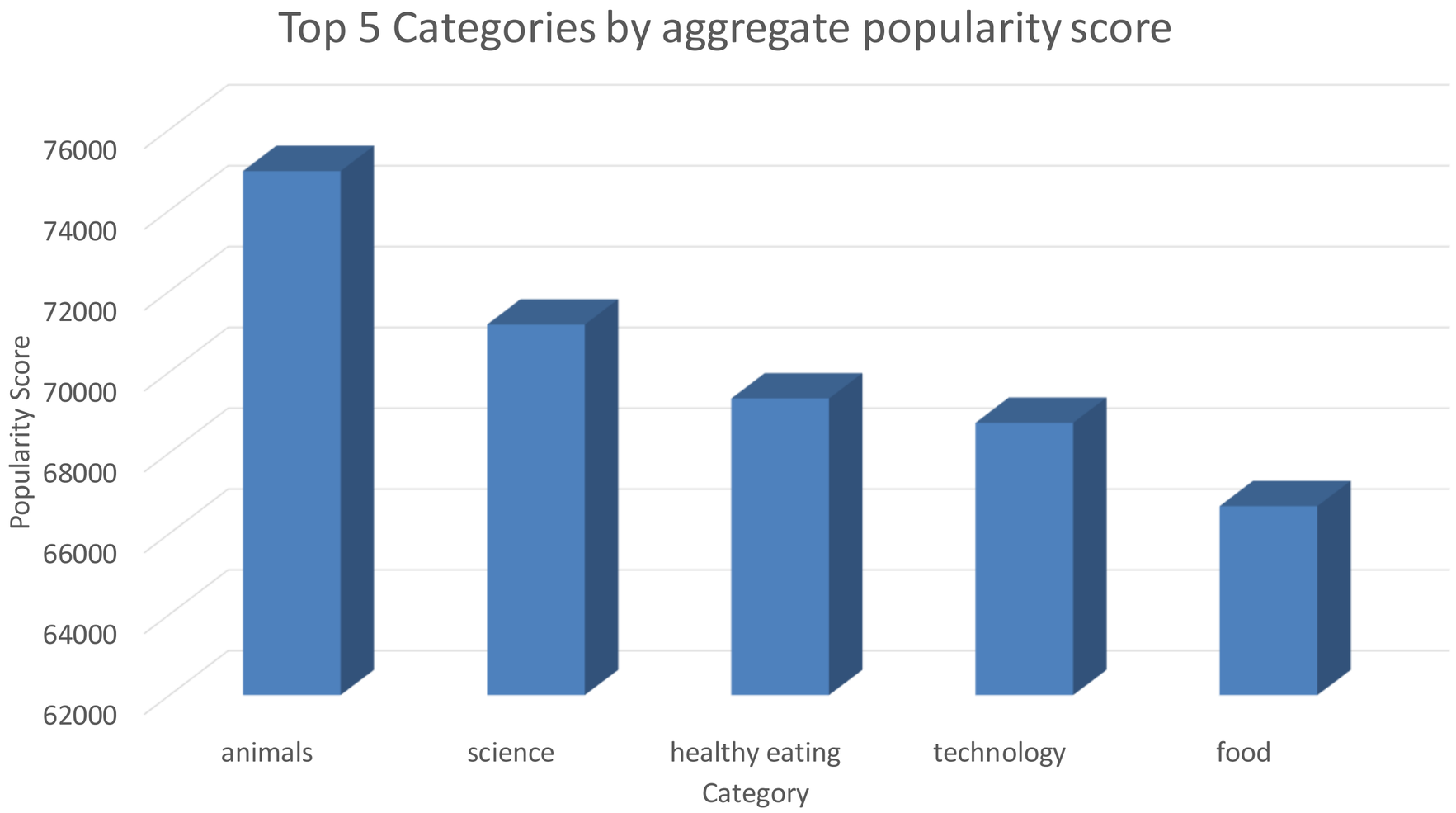
Types of Categories

1897

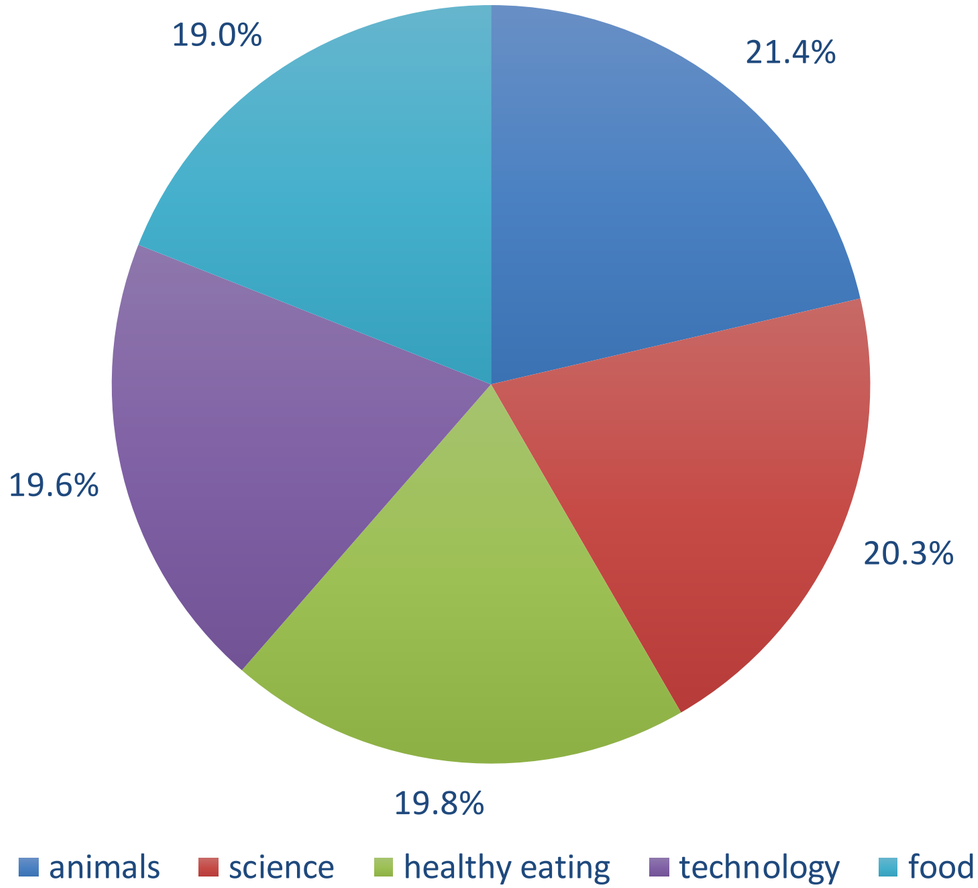
REACTIONS TO "ANIMAL" POSTS

May

MONTH WITH MOST POSTS - 2138


Top 5 Categories by aggregate popularity score
Popularity Score
76000
74000
72000
70000
68000
66000
64000
62000
animals
science
healthy eating
technology
food
Category

Popularity percentage share



Summary

ANALYSIS

Animals and science are the two most popular categories of content, showing that people enjoy "real-life" and “informative" content the most.

INSIGHT

Food is a common theme with the top 5 categories with "Healthy Eating" ranking the highest. This may give an indication to the audience within your user base. You could use this insight to create a campaign and work with healthy eating brands to boost user engagement.

NEXT STEPS

This ad-hoc analysis is insightful, but it's time to take this analysis into large scale production for real-time understanding of your business. We can show you how to do this.

Thank you!

ANY QUESTIONS?